



## **Branding and Web Assistant Congressional and Public Affairs**

The Millennium Challenge Corporation (MCC) is a U.S. Government corporation whose mission is to provide assistance that will support economic growth and poverty reduction in carefully selected developing countries that demonstrate a commitment to just and democratic governance, economic freedom, and investments in their citizenry. Eligible countries are invited to develop and submit grant proposals to MCC for consideration.

The MCC requires a full-time Personal Services Contractor (PSC) to support MCC's Department of Congressional and Public Affairs. Specifically, the Branding and Web Assistant is primarily responsible for managing posting requests to MCC's public web site ([www.mcc.gov](http://www.mcc.gov)) and MCC's intranet (The Vine) and providing support for design and video work. The PSC will report to the Vice-President of Congressional and Public Affairs, the Managing Director for Public Affairs, and in close coordination with the Director of Branding and Web Projects.

Tasks to be performed include but are not limited to the following:

- Support of the MCC official web site ([www.mcc.gov](http://www.mcc.gov)) and the MCC intranet
  - Maintains site structure based on current MCC standards and industry best practices
  - Ensures compliance with all federal laws, executive orders, and other necessary government regulations required of United States Executive Branch agency web sites
  - Designs, develops, and maintains web features—including text and imagery—as assigned by the Director of Branding and Web Projects
  - Understands and executes public web site elements of MCC Strategic Plan and Vision and MCC Web Sites Standards Documents
- Development, design, preparation, and creation of collateral material promoting the MCC brand
  - Design and produce production-ready artwork as assigned by the Director of Branding and Web Projects
  - Executes collateral projects in accordance with the MCC Policy on Marking
  - Executes collateral projects in accordance with the Standards for Corporate Marking and Branding
- Near Term Projects
  - Complete basic web site posting requests for both MCC's public web site and intranet as assigned by the Director of Branding and Web Projects
  - Develop permanent and feature content for the MCC public web site ([www.mcc.gov](http://www.mcc.gov))
    - Provide the highest quality creative solutions using the latest available tools and techniques to creatively tell the MCC story
    - Design considerations should include awareness of low-bandwidth audiences worldwide (e.g. little to no flash or moving graphics).

- Construct navigation models and functionality prototypes, assuring a usable product through compelling aesthetic design and the addition of rich media where appropriate
- Develop permanent and feature content for the MCC intranet
  - Provide the highest quality creative solutions using the latest available tools and techniques to provide information to MCC staff
  - Construct navigation models and functionality prototypes, assuring a usable product through compelling aesthetic design and the addition of rich media where appropriate
- Design and produce production-ready artwork for MCC's print newsletter publication
- Provide support to the Director of Branding and Web Projects in maintaining MCC's global brand, including preparing such materials as:
  - Brochures
  - Intranet graphical user interface
  - Ephemera (e.g. t-shirts, mousepads, etc.)
  - Signage
  - Publications
- Various Projects
  - Projects determined by Vice President of Congressional and Public Affairs.

Ideal candidates will have both education and professional experience (approximately 1 to 3 years) designing, developing, creating and maintaining print materials and standard-compliant web sites. Web experience: programming HTML, CSS, XML, and PHP; WordPress; integrating and accessing Microsoft SQL Server 2000 and MySQL databases; maintaining overall look and feel of websites; fulfilling staff requests to post content on websites; creating and collaborating with staff to prepare Internet and intranet content that helps visitors navigate websites and delivers a clear, consistent message; designing Internet and intranet sites accurately reflecting an organization's goals, objectives and identify; developing web applications using ASP or PHP, sometimes involving database interactivity; providing concept development for online projects, including page layout and web graphics, from concept to implementation; working with design team to provide user-friendly links, buttons and icons; and creating and modifying web images, including photographs, using software tools. Print experience: Graphic production—including electronically laying out and formatting—of collateral materials, such as advertisements, annual reports, brochures, business papers, fact sheets, corporate identity, packaging, display, and other publications; maintaining brand identity in printed materials; fulfilling staff requests for branded materials; electronically creating and modifying print images, including photographs; and preparing projects (pre-flighting and packaging) for professional printing.

Candidate must have 1-3 years of direct experience with Adobe Illustrator, Adobe Photoshop, Adobe Dreamweaver, Adobe InDesign, Adobe Acrobat, and Adobe Contribute. Skill with Adobe Premiere Pro (or Apple Final Cut), Adobe After Effects (or Apple Motion) highly desired.

The PSC must have the following abilities and skills: (1) ability to work with tight deadlines in a fast-paced environment; (2) to anticipate issues and problems with a project; (3) to enforce documented standards and guidelines; (4) to communicate effectively with technical staff, creative staff, and non-technical staff. The PSC must demonstrate understanding in Internet design issues (browser usability, cross-platform compatibility, color and quick loading of images, web standards, metadata, etc.). The

PSC must possess strong interpersonal skills; strong design; strong artistic ability and technical skills, strong writing and editing skills, an eye for detail and experience consulting with co-workers or supervisor to evaluate individual project needs, including preparing cost and time estimates for projects and reviewing printed material to ensure quality control.

Interested persons should submit by email to [recruitment@mcc.gov](mailto:recruitment@mcc.gov) the following package: a resume (5 page limit) and a brief cover letter: 1) describing expertise; 2)containing three professional references; and 3) federal bio data form to include salary history during the past 3 years – the bio-data sheet may be downloaded from the following website: [www.usaid.gov/forms/a1420-17.doc](http://www.usaid.gov/forms/a1420-17.doc). Please include “Branding and Web Assistant” in the subject line of your email. First cutoff for responses is May 31, 2009, but MCC may continue to screen applications until June 31, 2009, or until the position is filled.